



The *Mass. Association of Safety and Fire Educators* and the state *Department of Fire Services* in conjunction with the *MA Property Insurance Underwriting Association*, is sponsoring a

YouTubeTM Contest for Burn Awareness

The entries will be judged based on how well the rules below were met and how informative the video is. A link from the Department of Fire Services website will direct the public to the uploaded video on YouTubeTM, with attribution to the creator(s). The creator(s) of the winning video will also receive a digital video camera for the school.

Prizes

The **Grand Prize** will be a digital video camera for the school and members of the winning team will share \$200 in gifts cards from Best BuyTM, Circuit CityTM or Barnes & Noble®. *Courtesy of the MA Property Insurance Underwriting Association and the Mass. Association of Safety and Fire Educators.*

The **Second Place team** will share \$100 in gift cards from Best BuyTM, Circuit CityTM or Barnes & Noble®. *Courtesy of the Mass. Association of Safety and Fire Educators.*

The **Third Place team** will share \$50 in gift cards from Best BuyTM, Circuit CityTM or Barnes & Noble®. *Courtesy of the Mass. Association of Safety and Fire Educators.*

Rules

Contest is open to Grade 9-12 students enrolled in Massachusetts' schools.

- The video should be 1-3 minutes long exploring burn prevention topics.
- A rubric for how the videos will be evaluated is attached.
- The video should include age appropriate material for a target audience of students in grades 9-12. Material should *not* demonstrate risky or otherwise unsafe behavior. There can be no actual fire.
- It should be both educational* and informational. So many YouTube videos show risky behavior but never tell the "rest of the story".

- All videos should be well researched.
- We are accepting entries ONLY from school-sponsored communications courses or sponsored extra-curricular groups.
- Communications teachers or faculty sponsors must review and approve all storyboards before filming starts.
- Students are strongly encouraged to contact Student Awareness of Fire Education (S.A.F.E.) officers, public fire and life safety educators or burn and fire professionals and survivors to help with their research.
- There can be multiple entries from the same school or program, as students may wish to work in small groups or teams on the project.
Students on a winning team will share the prize.

Entries should be submitted no later than Friday, December 12, 2008 at 5:00 PM, on CD or DVD to:

Fire Data and Public Education Unit
Department of Fire Services
P.O. Box 1025, State Rd
Stow, MA 01775

Background

Burn Awareness Week is designed to provide an opportunity for burn, fire and life safety educators to unite in sharing a common burn awareness and prevention message in our communities. Information about *burn prevention topics* can be downloaded from the American Burn Association website at www.ameriburn.org/preventionEdRes.php; from the Shriner's website at www.burnawarenessweek.org or the state Department of Fire Services website at www.mass.gov/dfs click on *fire safety topics*. National Burn Awareness Week is February 1-7, 2009.

Educator Information

*This contest addresses learning standard components 27.6 (Gr. 9-10) and 27.8 (Gr. 11-12) of the *Massachusetts English Language Arts Curriculum Framework* (June 2001), Media Strand - General Standard 27: Media Production. School districts offering communications classes, which include the design and creation of media productions, are encouraged to promote this contest through an independent or group assignment as part of its curriculum delivery.